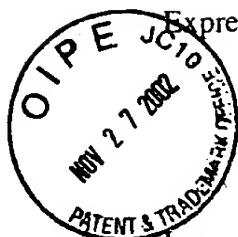


#10
J. Douglas
12/8/02



Express Mail Label No. 215 040 284 US

PATENT APPLICATION
Docket: 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Phillip Y. Goldman, et al.

Serial No: 09/264,432) Art Unit

Filed: March 8, 1999) 2614

Confirmation No.: 3073)

For: SYSTEM AND METHOD OF INSERTING)
ADVERTISEMENTS INTO AN INFORMATION)
RETRIEVAL SYSTEM DISPLAY)

RECEIVED

DEC 06 2002

Technology Center 2600

Examiner: Scott E. Beliveau)

ASSOCIATE POWER OF ATTORNEY

Assistant Commissioner for Patents
Washington, D. C. 20231

Sir:

Please recognize CARL T. REED, Registration No. 45,454, ERIC M. KAMERATH, Registration No. 46,081, JENS C. JENKINS, Registration No. 44,803, and MICHAEL B. DODD, Registration No. 46,437, as associate attorney for me in the above-entitled application. Please address all future written and telephonic communications to:

RICK D. NYDEGGER
WORKMAN, NYDEGGER & SEELEY
1000 Eagle Gate Tower
60 East South Temple
Salt Lake City, Utah 84111

Dated this 26th day of November, 2002.

Respectfully submitted,



David R. Todd
Attorney for Applicant
Registration No. 41,348



022913

PATENT TRADEMARK OFFICE

RDN:kc
W:\1453\146\KC000000798V001.doc